

TOURISM PROMOTION PROGRAMS

2003 GENERAL SESSION

STATE OF UTAH

This act requires the Division of Travel Development to collect and analyze data to determine the state's efficiency in attracting out-of-state tourists as compared to promoting in-state tourism. The act requires the division to make an annual report of its findings to the Legislature.

This act affects sections of Utah Code Annotated 1953 as follows:

AMENDS:

9-3-204, as last amended by Chapter 207, Laws of Utah 2002

Be it enacted by the Legislature of the state of Utah:

Section 1. Section **9-3-204** is amended to read:

9-3-204. Division of Travel Development -- Powers and duties -- Travel development plan -- Surveys, analysis, and annual report.

(1) There is created within the department the Division of Travel Development under the administration and general supervision of the director.

(2) The division [~~shall be~~] is under the policy direction of the director.

(3) The division shall:

(a) be the travel development authority of the state;

(b) develop a travel promotion program for the state;

(c) develop a plan to increase the economic contribution by tourists visiting the state;

(d) plan and conduct a program of information, advertising, and publicity relating to the recreational, scenic, historic, highway, and tourist advantages and attractions of the state at large; and

(e) encourage and assist in the coordination of the activities of persons, firms, associations, corporations, travel regions, counties, and governmental agencies engaged in publicizing, developing, and promoting the scenic attractions and tourist advantages of the state[~~;~~ and].

(4) [~~Any~~] A plan provided for under Subsection (3) shall address, but not be limited to[~~;~~];

(a) enhancing the state's image[~~;~~];

(b) promoting Utah as a year-round destination[~~;~~];

- 33 (c) encouraging expenditures by visitors to the state~~[;]~~; and
34 (d) expanding the markets where the state is promoted.
35 (5) The division ~~[is encouraged to]~~ shall:
36 (a) (i) conduct surveys on tourism promotion activities undertaken by cities and
37 counties within the state; and
38 ~~(b)~~ (ii) in collaboration with the cities and counties surveyed, make an annual report
39 to the Legislature on the economic benefit of those activities to the state and the cities and
40 counties surveyed by the division~~[;]~~; and
41 (b) (i) collect and analyze data to determine the state's efficiency in attracting
42 out-of-state tourists as compared to promoting in-state tourism and
43 (ii) include the analysis in the annual report made under Subsection (5)(a)(ii).

Legislative Review Note
as of 11-20-02 4:21 PM

A limited legal review of this legislation raises no obvious constitutional or statutory concerns.

Office of Legislative Research and General Counsel